

A photograph of Tommy Chong, an older man with a long white beard and hair, wearing a white t-shirt with a "TOMMY CHONG'S CANNABIS" logo. He is sitting in the driver's seat of a car, looking out the window. The image has a blue tint. The "brax" logo is overlaid on the top left of the image.

brax

How Brax Has Helped Tommy Chong CBD Hit 533% Profitability

SUCCESS STORY

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Every dollar is now 300% more profitable. We'd never go back to buying media the old way.

Tommy Chong CMD



BACKGROUND

American celebrity and actor, Tommy Chong re-launched his CBD brand Tommy Chong's CBD (TCC) in 2019, focusing on e-commerce and branding efforts to start with the long-term goal being to enter retail. With all ad spend managed in-house, Tommy Chong needed a reliable, high-quality traffic source. They found this in Revcontent with the help of Brax's third-party optimizer to manage thousands of dollars a day in spend.

HIGHLIGHTS

- **533% profitability on scaled ad spend**
- **Most profitable traffic source**
- **Critical use of Brax.io to manage \$50,000 in daily spend**

TOMMY CHONG'S MOST PROFITABLE TRAFFIC SOURCE

With CBD products still blocked from social media advertising, Tommy Chong's CBD needed profitable traffic acquisition to drive buyers to their e-commerce site.



“Using Brax in conjunction with Revcontent is a force multiplier. Brax allows us to target our bids to the most profitable ad units during the most profitable times of day for our campaigns. The team at Brax has been instrumental to our success. Their tools and expertise have generated tens of thousands of dollars in increased profitability for us in just the first 30 days.” said Steve Gunn, Chief Marketing Officer at Tommy Chong's CBD.

HOW IT BEGAN

The team at TCC started with high bids on Revcontent's highest-quality traffic. This allowed them to test the best traffic on the network to see what specific sites and widgets performed well for their offer. They started with knowingly 10% inflated CPCs over suggested averages in order to win the most competitive and premium traffic sources. By winning premium traffic immediately, they collected key data points to help them scale in the upcoming weeks.

After analyzing performance at a widget level, they were able to use Brax to adjust their bids and maintain margin in real time. With Brax's real time optimizer, instead of blacklisting traffic sources, TCC right-priced their bids on the widget level in real time to maintain ROI on the placement level while also sustaining increased volume. Their team allowed the Revcontent algorithm do its work and introduce more traffic throughout the phases of testing.

THE NEXT STEP

Now, with scaled profitable spend on ideal placements, Tommy Chong's CBD is experimenting with ad types like video ads and thinking out-of-the-box with their creative assets

Gunn explained *"We know that the traffic on RevContent is high quality and converts well, so we're really able to experiment with different ad units and angles to find the best way to introduce consumers to Tommy's story."*

"Once consumers see Tommy's story and learn about the product, we're seeing incredibly high conversion rates, which allows us to continue testing new placements and growing our ad spend with RevContent, confident we'll see positive returns."

CRITICAL USE OF BRAX.IO TO MANAGE \$50K+/DAILY SPEND

As Tommy Chong's CBD began scaling on Revcontent, the use of third-party optimizer, Brax, was critical to managing thousands of dollars a day in spend. In fact, TCC was able to hit profitability almost immediately and easily maintain it at scale thanks to the management tools within Brax.

Over the lifetime of this brand, the combination of Revcontent and Brax will help Tommy Chong's CBD reach millions of consumers with Tommy's message, and convert them into lifelong customers.